MESSAGE MANAGER

Batelco

Web Message Manager User guide

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Intro

About this manual

This manual is to conveniently assist you with how to use the WebMM, tune it to your business requirements, and operate it conveniently and efficiently.

We organized the manual as a reference and a small study guide, so that each chapter stands alone, giving you quick and easy answers to particular questions and step-by-step instructions for specific tasks. You can find the necessary information in the chapters through the Contents or using the Index sections for immediate help in many typical situations.

Your Web Message Manager is also a highly customizable tool, and your Operator system administrator can change the options available and the outer look according to your needs as a client and the Operator's needs as the provider. Hence the screenshots in this manual may insignificantly differ from what you have onscreen. Also because of our ongoing efforts to improve the WebMM performance, the screenshot can show previous version numbers of the software. In this case the new version has higher productivity and stability, but the functionality remains the same.

The screenshots in this manual present the 'fully-loaded' WebMM with the maximum of features. Depending on the Operator settings, your actual views of your Web Message Manager may look different. Please contact your OperatorAdministrator if you want to have a feature available for you.

This icon signals technical stuff that you may find informative and interesting but isn't essential for Web Message Manager everyday use. Feel free to skip over this stuff, or you may need to show the info to your system administrator if you experience a problem.

This icon warns you of any potential pitfalls and gives you the all-important information on how to avoid them.

About the Web Message Manager

Thank you for choosing Web Message Manager (WebMM) as a most complete web-solution for your immediate business communication and internal operation management. WebMM doesn't require installation - all its features are accessible online after logging in.

The web-based application allows you to send text and multimedia[1] messages to mobile phones all over the world from any PC connected to Internet.

You as a user of the Web Message Manager can:

- Create advanced SMS / MMS [1] messages with the help of templates, personalization and customization features, using various media files;
- Save any created messages for future use and editing;
- Send your messages to multiple recipients from any PC connected to Internet, using the configurable message templates or creating messages from scratch;
- Receive messages to your WebMM, and forward them if necessary;

[1] Please confirm availability of this service from your mobile operator.

- Keep a flexible Phone Book provided with the nested groups of contacts, birthday reminders, advanced search and many other features;
- Quickly define message recipient lists, using the Phone Book, Distribution Lists or manual input;
- Trace the outgoing messages history and monitor the delivery status of the messages sent from PC or from dedicated mobile phones.
- Always work in your familiar environment, because your message templates, contacts in your Phone Book, and other settings are saved on your Operator's server.

Please note that availability of the features above depends on your Operator's settings and the software edition you are using. Please also remember that Web Message Manager is a web-based application, that is why in order to boost its performance and reduce unnecessary traffic, it uses the 'loading on demand' approach wherever possible. For example, when you are creating a new contact, the mobile number entered is not checked automatically. Instead, you have to click the checkbox next to the mobile number to initiate the checking (see Figure 21).

TheWeb Message Manager is just one of many useful products offered by PowerMeMobile Co. For the complete list of supported applications, please visit www.powermemobile.com.

PowerMeMobile Co. is constantly working on improving Web Message Manager, so there may be insignificant differences between the actual WebMM look and the screenshots in this manual. Also a screenshot may show a previous version of theWeb Message Manager, in this case the productivity and stability is improved but the functionality remains the same.

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All personal and geographical names and other proper names, as well as phone numbers used in this manual are completely fictitious, any references to real persons or organizations are strictly accidental.

I.Getting started

I.1. Launching Web Message Manager the first time

Web Message Manager (WebMM) is the web-based application which doesn't require any installation. To launch it you just need Internet connection and Internet Explorer version 7 or later (alternatively, you can also use Firefox 2.x or later, or Safari 4.0 or later, or Chrome). All WebMM features are accessible online after you login.

To login to the WebMM application go to the https://www.batelcosms.com.bh/?ReturnUrl=%2fwebmm%2fdefault.aspx page and type in the login details to the form on the right (see Figure 1).

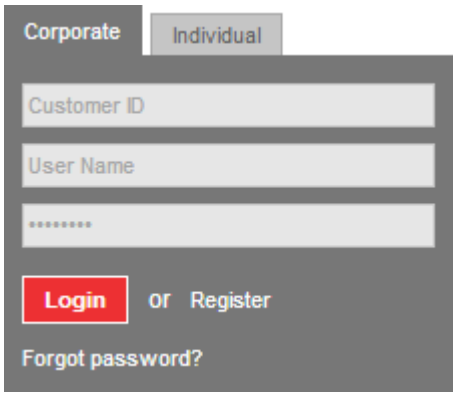


Figure 1. The Web Message Manager Login page.

To log in to the Web Message Manager, you must do the following:

1) Open your Internet browser and type the Web Message Manager's web-address into the browser's **Address bar**.
2) Allow the browser to load the page, then enter your login details into the fields at the Login page (see Figure 1). Use the information you received from your provider to fill in the fieldson the **Login** page:
    - **Customer ID** (digits only);
    - **Username;**
    - **Password.**

After you click **Login**, you get access to your user account via WebMM.

If you see the *Invalid Username and Password* message while trying to login, it means that the username or password you are entering is incorrect and you need to check if you are doing everything right. There might be cases when the Caps Lock key on your keyboard is turned on or the keyboard layout is changed.

If you do not remember the password you can click the **Forgot password?** link. Then, you need to follow the steps in order to reset your password (see Figure 1).

If you do not have an account yet, you can click the **Register** button and follow the steps for creating an account (see Figure 1).

After logging in to the Message Manager you can change your existing password by clicking the **Change password** link and typing a new password into the corresponding field of the form.

I.1.a. Logging in as a Consumer

In case you are using the Consumer mode of WebMM, the fields to fill in for the login are just Phone number and Password (see Figure 2). In this case, if you are in the country of the Operator, you can omit the country code, substituting it with '0'.

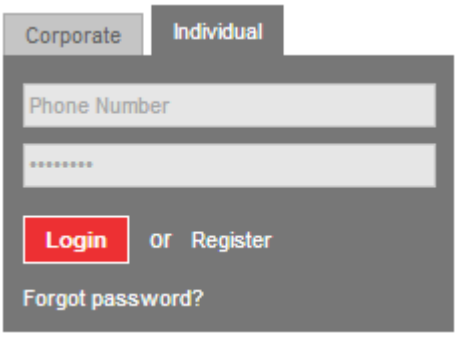


Figure 2. Logging in as a Consumer.

If you forget your password, you can press the **Forgot password?** link right under the password field. Then the new password is sent to your mobile phone via SMS, and you can use it for logging in.

On the login page you can also register for free by entering your phone number into the corresponding field (see Figure 2). Then you'll be directed to the Agreement page (see Figure 3) which you need to read carefully and click the Accept button if you are agree with the terms.

Figure 3. The Agreement page.

After that you will receive your password for logging into the WebMM. If you encountered any problems with registration, please contact Customer Service for further clarification.

Another feature which the Operator can make available for Consumers is WebMM Token. If this feature is configured, the Consumer is given a unique URL which lets the Consumer access all the WebMM functionality directly, without providing the login information. In most cases a Token expires after a certain time (configurable by the Operator).

I.2. Web Message Manager Interface

For your convenience, all WebMM pages are uniform in their structure. Every page contains 3 sections: the **Toolbar** (left side); the **Main section** (centre); the **Operator's banner section** (top) and the **Top bar** (top of the screen), as shown in Figure 4. Naturally, the Main section view depends on the tab selected in the Toolbar on the left.

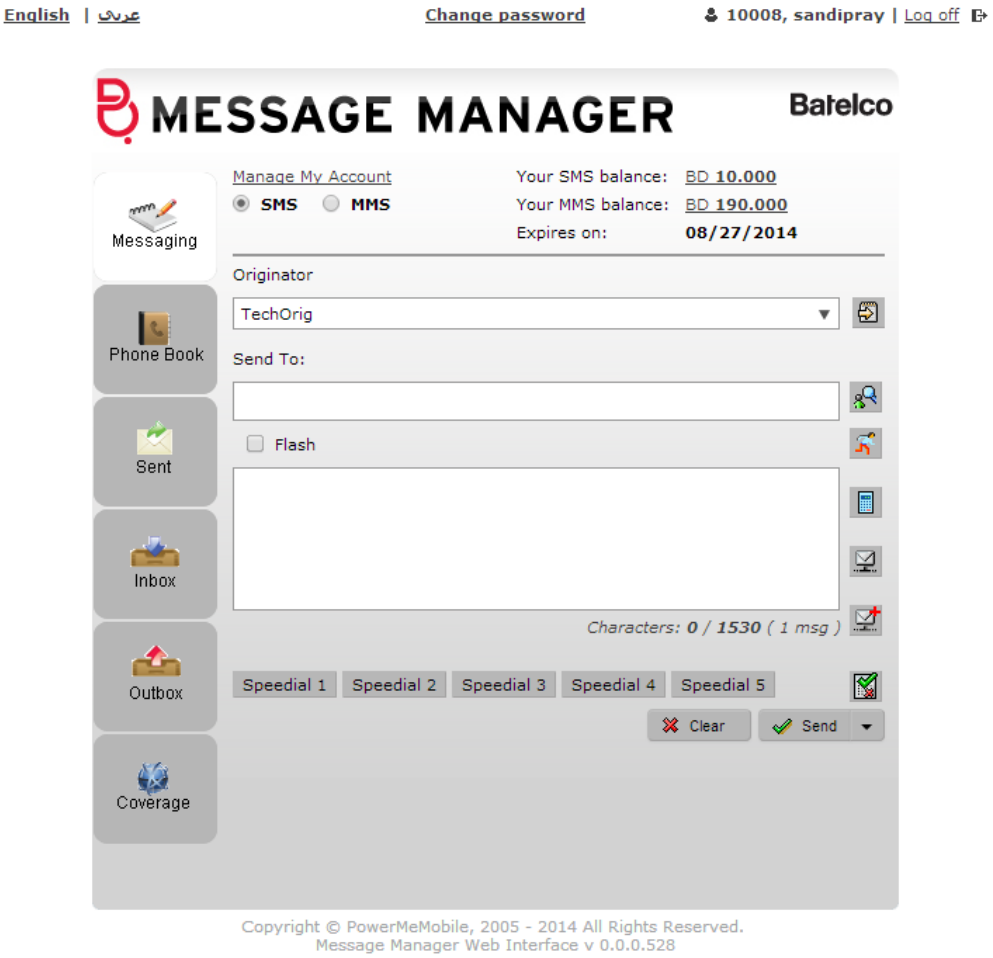


Figure 4. The full view of the Web Message Manager.

The **Toolbar** is the control panel of the program and is located on the left side of the main window. The buttons are used to switch between the Web Message Manager interface pages, which are shown in the centre, a kind of a work bench of the web-application. Thus, the possible views of the **Main section** are:

- **Messaging.** This button opens the main messaging page which allows you to create or modify your SMS / MMS messages, set the recipients, define message templates, calculate message cost, etc.
- **Phone Book.** The Web Message Manager provides a sophisticated phone book facility, enabling users to handle contacts. Phone book search, adding and editing tools are available on this page.

- **Sent.** All previously sent messages are shown here. The message status enquiry and resending option are available on this page.
- **Inbox.** All messages sent to you are kept here. You can read them, reply to them if necessary, and export the messages for external use.
- **Outbox.** On this page you can manage the rejected, blacklisted, and wrong coding messages not possible to send.
- **Coverage.** This button opens the list of GSM networks to which the Web Message Manager can send messages. Searching by country and / or operator is available on this page.

For your convenience the buttons in the Web Message Manager interface have roll-over tips.

Please note that your Web Message Manager is a part of a big software complex called Message Manager Platform. Hence, the WebMM outer look necessarily depends on the settings your Operator applied when your customer and user were created. Some information pieces which presentations may vary are the following:

- *The **Inbox** button in the Toolbar is not shown if the **Inbox** feature is not available for your user;*
- *When the **Messaging** tab is selected, the balance is shown in the top right corner if the customer is prepaid, the package expiration date is shown if limited packages are used;*
- *Depending on your Operator settings, the Balance Info section at the top right corner can also show the number of messages remaining;*
- *There is no SMS / MMS choice on the Messaging page if the user is not allowed to send MMS messages;*
- *The **Language** menu can be omitted for Operators with English-only subscribers.*

II.Messaging

Every time you log into WebMM, the Messaging page appears (see Figure 5). Of course, you can log off to come back to the Login page any time by clicking the **Log off** link or the icon in the top right corner of the page (see Figure 4).

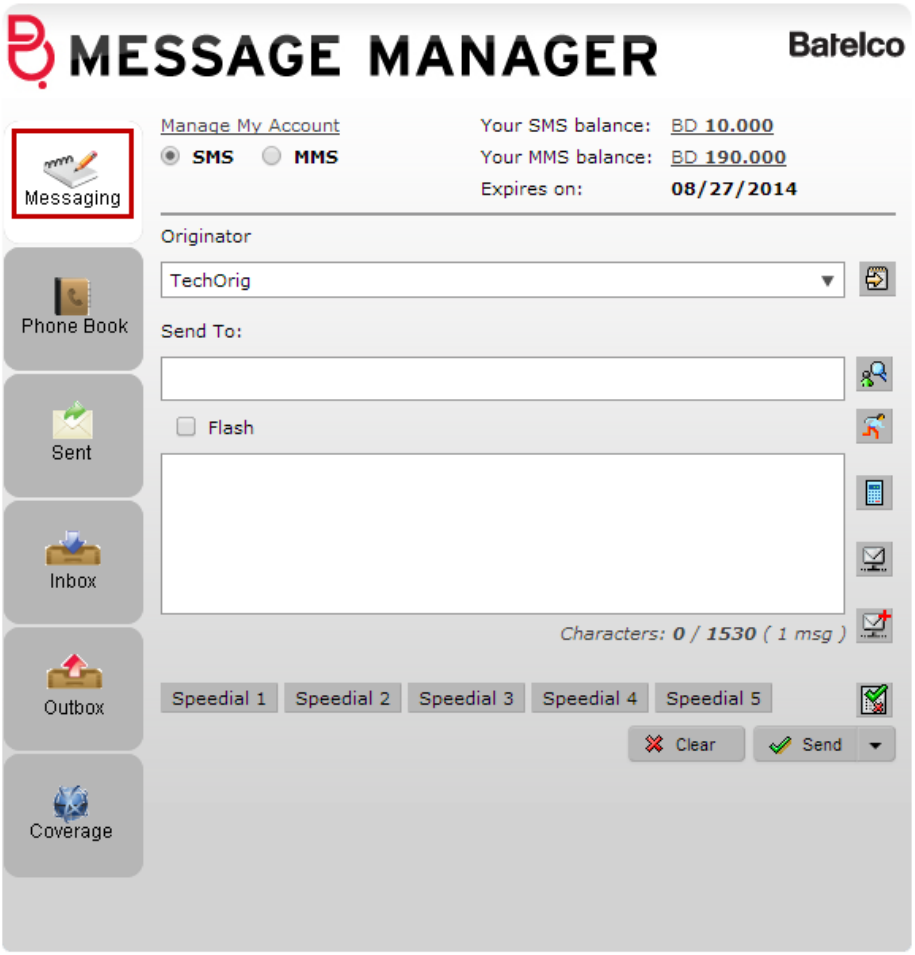


Figure 5. The Web Message Manager Messaging page.

Your user name and the number of units to pay for your messages to be sent are shown at the top of the Messaging page. If you are a user of a postpaid customer with prepaid packages, your balance is shown. But if you are a user of a postpaid customer with default packages only, your balance is not shown. The cost of sending the message depends on the type of your message (MMS messages are much more costly), the number of the recipients, and the destination GSM network(s).

If you want to get more detailed information about your balance, click the link with the number of currency units and you will be directed to the **Packages Available** window, where you can find all necessary data.

Instead of your username you can have the **Manage My Account** link at the top left corner of the Messaging page (see Figure 6).

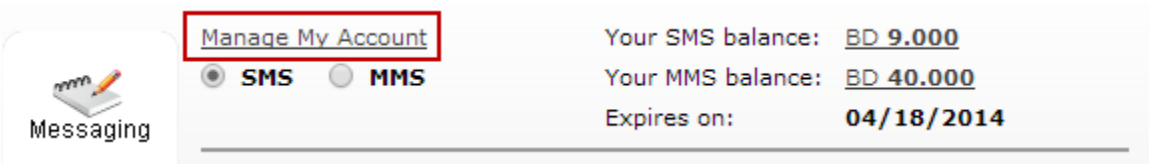


Figure 6. The Manage My Account link.

By following this link you can manage your account settings in the Message Manager Admin Interface (this feature availability depends on your Operator settings).

II.1. Creating SMS Messages

The Messaging page is your main workbench to compile and send messages, both SMS and MMS types.

To create new SMS message, please:

a. Select the SMS option button ◉ SMS ○ MMS at the top of the screen.

b. Define the Originator, which serves as the signature for your messages. You can choose the Originator from the drop-down list. If you want to change the list of the Originators available for you, press the icon to request a new Originator. Remember that your account will be charged in case your Originator request is approved. If this feature is not available for you, please contact your Operator Administrator.

   You can also type the Originator (numeric or alphanumeric) you want to the corresponding field if this feature is available for you. Remember that the Originator you create is temporary and it will disappear after you remove it from the corresponding field or logout from the WebMM application. If you do not have it, please contact your Operator Administrator to have an opportunity to create Originators by yourself.

c. Define the recipient of the message. You can either type the recipient's phone number directly into the **Send To:** field or choose the recipient from the Phone Book. To use the Phone Book option, click the icon. To send the message to more than one recipient simultaneously, use the Enter button on your keyboard after typing the phone number to separate them in the **Send To:** field. If you changed your mind and do not want to send a message to one of the typed numbers, you can remove it by clicking the ✖ icon right after the phone number. However, instead of typing the phone numbers manually, you can select them from the **Phone Book** (please see Chapter III.3. How to select recipients for messages).

   Remember that for using international phone numbers you will be charged more than for the local. When trying to send a message to such number the confirmation window will appear (see Figure 7).

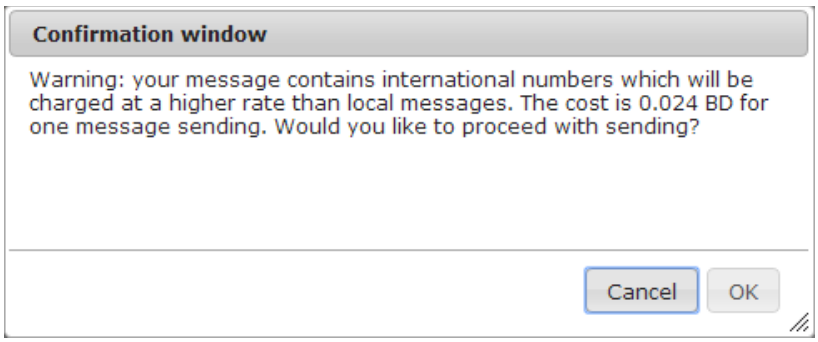

Confirmation window
Warning: your message contains international numbers which will be charged at a higher rate than local messages. The cost is 0.024 BD for one message sending. Would you like to proceed with sending?
Cancel
OK

Figure 7. Charging for sending a message to the international number.

d. Define the language of the message. Arabic languages are currently available in the **Language** combo box, the latter language can be with Arabic or Latin numbers (see Figure 8).

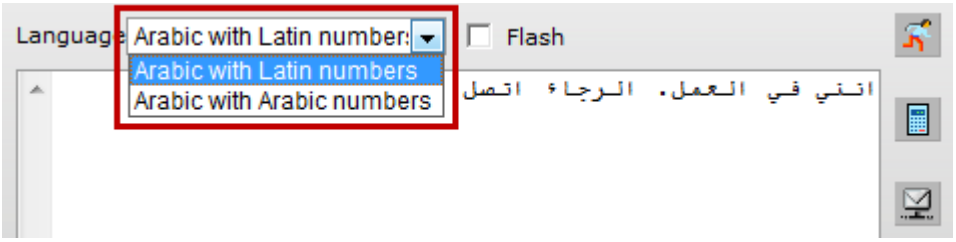


Figure 8. The Language combo box.

Remember that the Language menu can be omitted for Operators with English-only subscribers.

e. Define the Type of the SMS. You can send the Flash SMS by selecting the relevant box. The **Flash** SMS is a type of SMS that appears directly on the screen without user interaction and is NOT automatically saved to the inbox messages. It can be useful in promotional purposes or cases of confidentiality, as in delivering one-time passwords.

   Remember that the Flash message feature availability depends on the Operator settings.

f. Check the cost of the message. To keep track of your expenses, click the calculator-looking icon. Then you are shown how many currency units are required for sending the current message (see Figure 9).

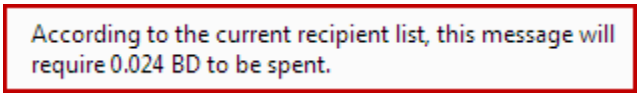


Figure 9. Message after pressing the message cost button.

   If you do not have enough currency units to send the current message you will receive the confirmation message.

g. Define what recipients from the Distribution Lists will receive the current message, by clicking the icon. You can send a message to one of the available lists. For more information please see Chapter III.3.a. Mass mailing with Distribution Lists.

Your SMS text in WebMM cannot exceed a certain number of characters, for example, 1530 characters, including spaces, if your message text is in English. Be careful with some service characters like '[', '\', ']', '^', '{', '|', '}', '~', '€', because each of them is counted as 2 characters, not 1. How big your current message is, is shown literally above the message text field.

Please note that if your SMS message is in Arabic, as a rule, it cannot exceed a number of characters less than for English, for example, 670 characters (spaces including).

Remember that both SMS text limits (for English and for Arabic) depend on your Operator settings.

II.1.a. Customizing your SMS message

If you want to customize your message, you can use the WebMM context menu, evoked **by right-clicking in the message text area** (see Figure 10). Then your message will look lively and personal, which may very well mean good customer relations, and good customer relations may mean good profit.

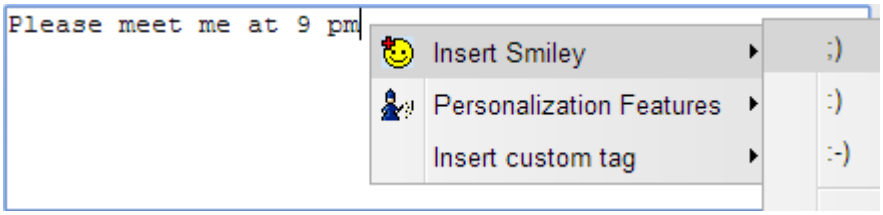


Figure 10. The customization menu for your message.

Insert Smiley. This tool provides a set of the so-called emoticons, which can add life to your message text, especially with younger audience. To insert a smiley, please, right-click the text field, choose **Insert Smiley** and then pick the smiley you like. Do not use them too much in your business communication — some serious people still find them too ambiguous.

Personalization Features. This option allows you to create and then personalize your message by inserting recipient name, initials, prefix / title etc. into the uniform message text as variables. This is a valuable tool for efficient mass messaging which will not look mass and impersonal.

For example, you want to send the birthday wishes to two recipients: Mr. Smith and Ms. Ross. Firstly, define the recipients' phone numbers in the **Send To:** field (you can type them directly into this field or choose them from the Phone Book). Then write a message: "Happy birthday. Many happy returns of the day!". Place the cursor where you want to insert the names, after the word 'birthday' in our example. Use the Personalization Feature in the Message context menu and choose **Insert Recipient's Full Name with Title**. The WebMM then inserts the individual recipient names and titles into the message text automatically.

Note that instead of writing separate messages to each of two (or two thousand) recipients, you write only one message, and the necessary personalizing information is taken from the **Phone Book** for you.

Insert Custom Tag. This feature is even more sophisticated, as it can use the data fields imported into the WebMM from the external sources. While messaging, custom tags are used to provide large numbers of clients with some individually prepared information.

Let us give you another example. Supposing you want to inform your clients about their current account balance. First of all, create an external file or database (CSV, MS Excel, TXT) containing the necessary information: the name, phone number, and current account balance of every client. Here is an example of what your CSV file might look like:

Customer Name,PhoneNumber,Balance

Mr. Ahmad,9659666666,20

Ms. Adel,9659777777,35

Then import this file into the WebMM Recipient List. Use the **Tools** feature of the Phone Book (see Chapter III.5.a. Importing Phone Book / Recipient List for details). Note that during the import you should mark the account balance column as a 'Custom field 1'.

After creating the Recipient List, return to the Messaging page and compose the text of the message, using the right-click context menu to insert your custom field, for example:

> "Dear <%fullname%>, your current balance is <%Custom 1%>$. <%date%>".

As you see, here we engaged both **Personalization Features** (<%fullname%>, <%date%>) and the **Custom Tag** (<%Custom field 1%>). The WebMM inserts the individual recipient names, titles and account balances automatically.

Your messages then look like this:

> "Dear Mr. Ahmad, your current balance is 20$. <%date%>",
>
> "Dear Ms. Adel, your current balance is 35$. <%date%>"

The WebMM puts in the date once the message is sent.

Thus again, instead of writing a multitude of individual messages for many recipients, you create an external database with the necessary custom fields, import this database to the WebMM, compose only one SMS, and send it to all your clients by just one click. The WebMM does most of the tedious job for you.

*Note that **Insert Custom Tag** option is activated ONLY if the imported Recipient list is provided with AT LEAST ONE custom field. It is possible to define up to 10 custom fields for each list.*

II.1.b. Creating and managing preset messages for future use

If you feel like you have just created a very good message worth to be saved for future use, please click the icon. The message is then added to the **Default** category of preset messages.

To manage the available preset messages, click the icon. The Preset Messages window will appear on the screen (see Figure 11).

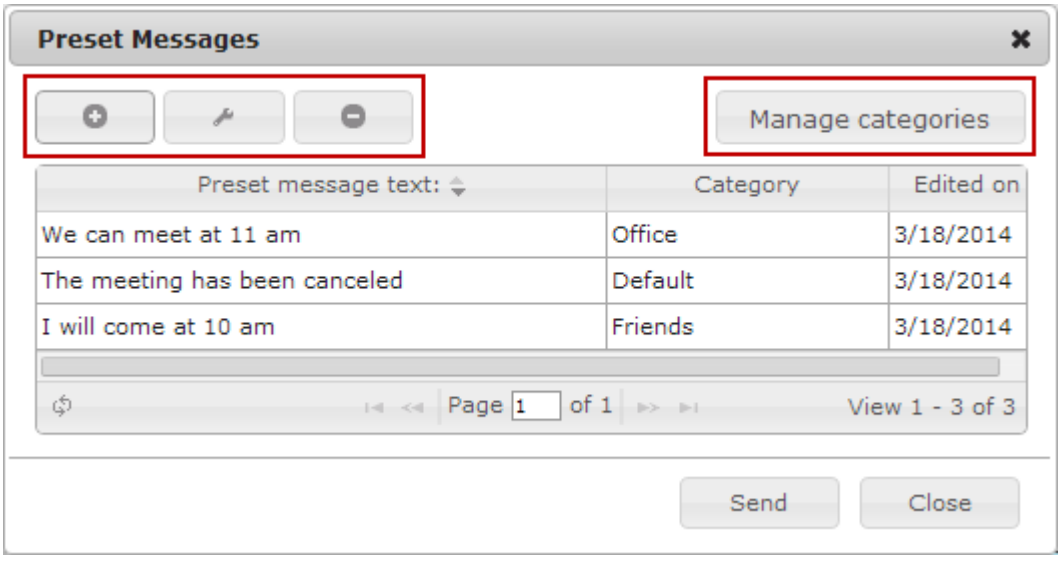


Figure 11. Managing preset messages.

Here you can also add a text as a preset message, edit or delete existing preset messages (see the buttons at the top), and assign a message to another category. The preset messages can also be sorted alphabetically, by category, or by date.

Remember that before making changes to messages you need to select the required one and then click the action button.

To manage categories, click the corresponding button at the top right corner (see Figure 11). The menu for managing the Preset Messages categories will appear on the screen (see Figure 12).

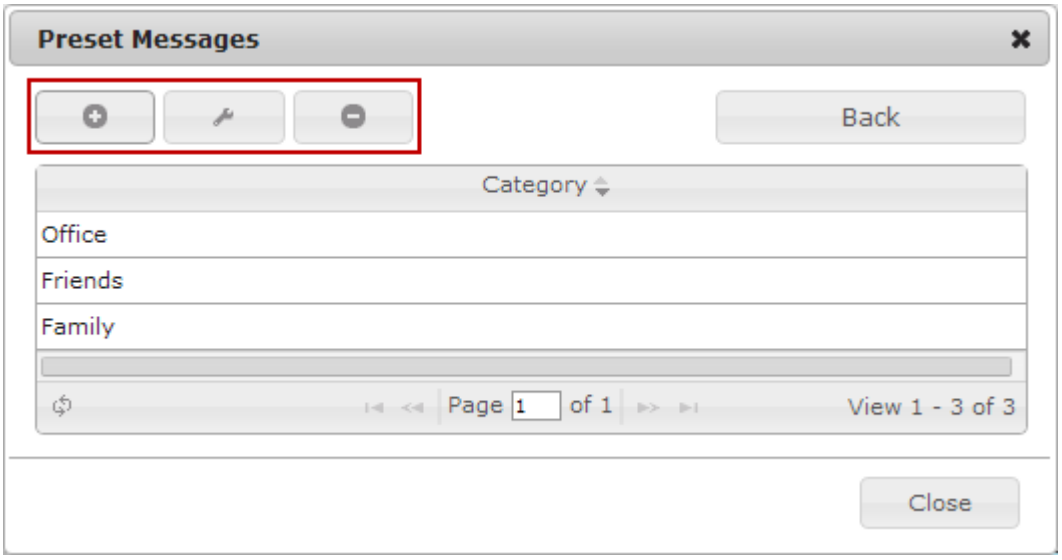


Figure 12. Managing preset messages categories.

Here you can manage the categories using the same buttons at the top: add, edit, and delete.

II.2. Creating MMS Messages

As you may guess, there are a lot of options common for SMS and MMS[2] messaging.

Please be aware that for your recipient to receive an MMS, he needs to have his phone handset properly configured.

To create new MMS message, please do the following:

a. Select MMS option button SMS MMS at the top of the screen. The SMS messaging area is changed to the MMS messaging (see Figure 13).

b. Define the originator, which serves as the signature for your messages. You can choose the Originator from the drop-down list.

[2] Please confirm availability of this service from your mobile operator.

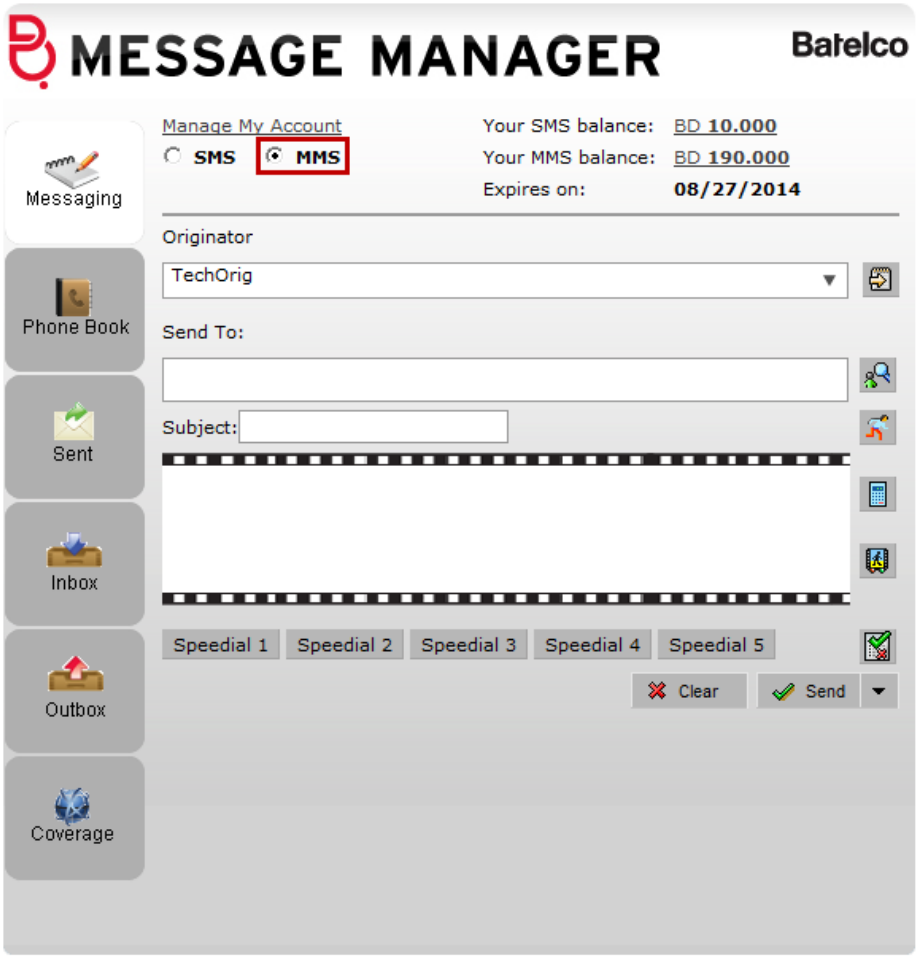


Figure 13. The MMS message page.

c. Define the Recipient by entering a phone number or choose a recipient from the **Phone Book** by clicking the icon. You can send your MMS message to multiple recipients, just like with an SMS message (see Chapter II.1. Creating SMS Messages).

d. Enter the subject of your message. Unlike with SMS messages, you must type the **Subject** of the message in the corresponding field above the message box.

e. Check the number of currency units required for sending the current message by clicking the icon.

If you have some contacts you are using frequently, you can also use the Speedial feature, the same as for SMS sending (see Chapter II.4. Defining frequently dialed numbers in Speedial).

To begin composing an MMS message itself, please click the button or double-click on the message area. The Multimedia Message Composer screen then appears (see Figure 14).

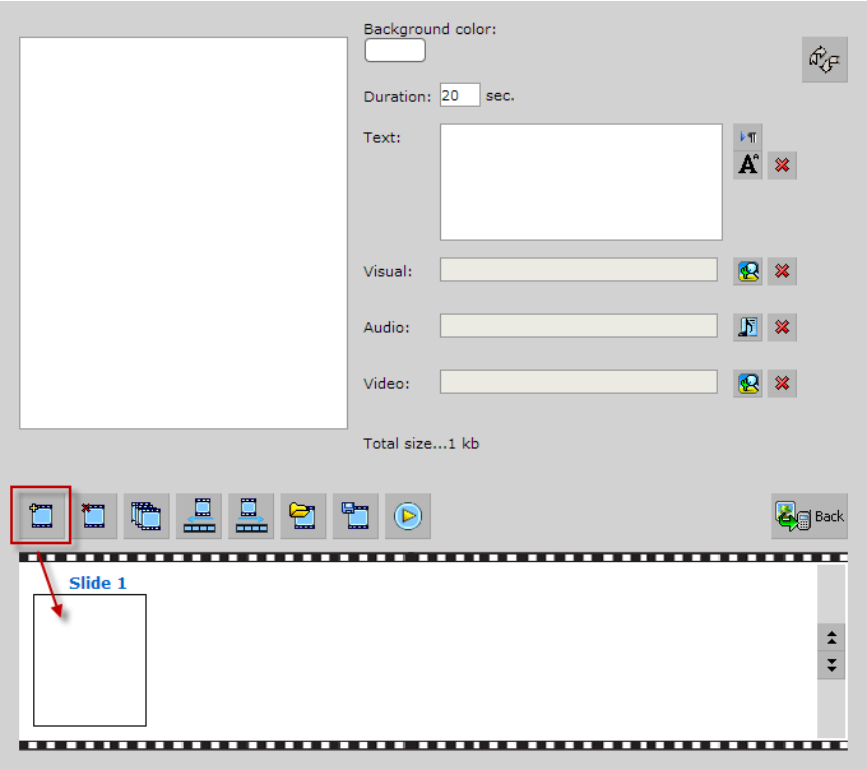


Figure 14. The Multimedia Message Composer window.

To start creating an MMS message, press the button. Now you can:

- change background color by choosing the desired one from the color-grade (it appears after clicking the background color field).
- set duration for each frame. The default value is set to 20 seconds, but you can change it according to your needs. The only real limit is the MMS message size, which depends on your Operator settings.
- insert text by typing it in the **Text** area, or you can click the button to insert the text from the existing .txt file. You can change the text direction by clicking the icon.
- add pictures by pressing the button. The supported file types are: .jpg, .jpeg, .png, .gif, .tif, .tiff, .mbm, .bmp, .wbmp. After uploading a picture you can change the image (resize, rotate, flip, etc.) to be sent to your recipient in the Upload Image for MMS window.
- add audio with the help of the button. The supported file types are: .aac, .amr, .awb, .mp3, .wav.
- add a video file in .3gp format by clicking the icon.

To **Delete** the selected picture, text, audio or video file, press the button.

To change the position of text and image within the frame, please, use the button at the top left corner. Then you can see how text and image change their position on the

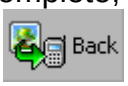
preview area. You may especially need it after you check how the message looks like, using the button for preview.

When the first frame is complete, you can insert the next blank frame to continue by pressing the button again.

With the help of the button you can delete frames and change their order by using the buttons. You can also create a new frame on the basis of the existing frames. For this, select the frame and click the button. The frame is then duplicated. You can now change the text and picture position, resize the image, insert a new image or text, edit the text, and change the background color.

To save the message please click the button and enter the template name. Later you can use this template by choosing it from the existing templates.

To edit or resend the existing MMS message, click the button, choose the message you would like to edit and make changes.

When the MMS message is complete, you can return to the Web Message Manager Messaging pageby clicking the 

button and send the message.

Please note that with some Operators the cost of your MMS message can depend on its size, and your Operator can charge your MMS message in ranges. For example, the first 50 Kb of your MMS message cost 0.05 currency units per Kb, then every Kb added costs 0.10 currency units.

II.3. Sending SMS or MMS Messages

The Web Message Manager gives you several convenient choices for sending SMS / MMS messages to your recipients by using the following buttons:

- **Send (Send now)**;
- **Managed Campaign**;
- **Recurrent** (available only for sending SMS messages);
- **Speedial**.

The most common and easy way of sending a message is to use the **Send (Send now)** button. The **Managed Campaign** is used when messages are to be delivered at date and time of your choice and the **Recurrent…** option is used to set the recurrence pattern for your message delivery. The **Speedial** buttons are used to save your time and send a message with only one click and they need to be configured as well.

II.4. Defining frequently dialed numbers in Speedial

If there are some favorite recipients to whom you send messages very frequently, you can set **Speedial** buttons for them. The **Speedial** buttons allow you to send messages to the predefined addresses with just one click.

To configure the Speedial buttons, please do the following:

a. Click the icon. The **Speedial Configuration** window appears (see Figure 15).

b. Fill in the form by specifying the Button Label and the recipient's mobile number.

   You can type the phone number directly into the entry box or press the ... button next to the **Mobile Phone** entry box and choose the number from the Web Message Manager Phone Book.

c. Click the **OK** button to save the **Speedial** phone numbers and return to the Messaging page or the **Cancel** button to return without saving **Speedial** phone numbers.

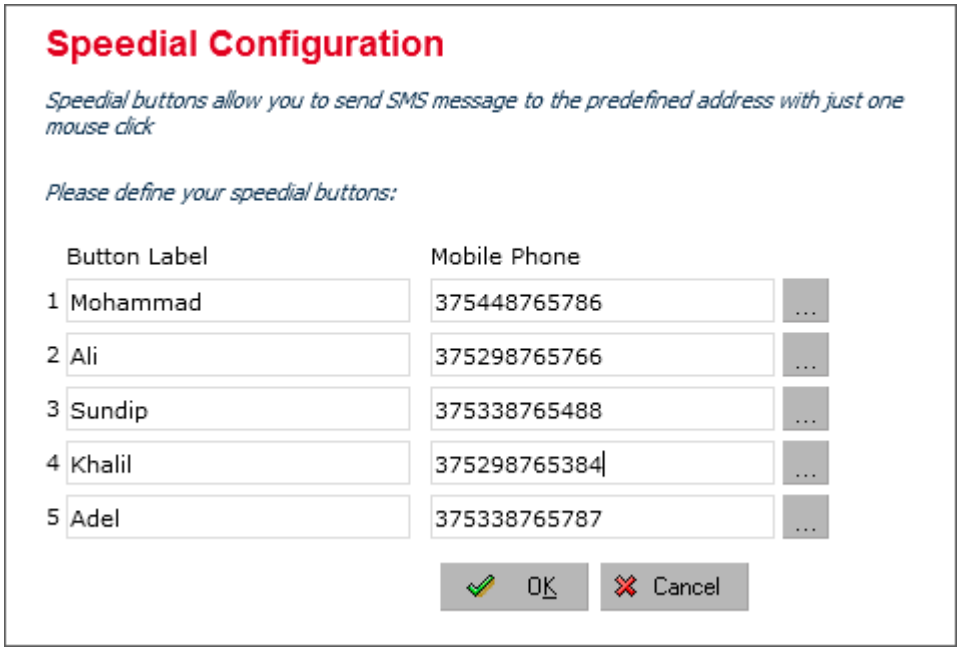


Figure 15. The Speedial Configuration window with buttons defined.

After you specify the **Speedial** labels, they are displayed under the message box on the Messaging page (see Figure 16):

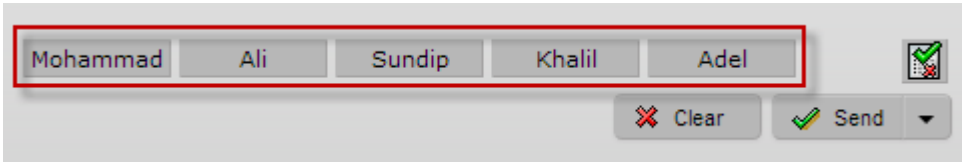


Figure 16. Speedial Buttons with new labels.

Now you can send a composed message immediately by clicking the appropriate **Speedial** button**.** Note that using a **Speedial** button, you do not need to type the recipient's phone number in the **Send To:** field every time you wish to send a message because the recipient's number is already indicated in the Speedial configuration.

II.5. Launching and managing promotion campaigns with your messages

You can use the following options for creating promotion campaigns with your messages: **Managed Campaign** and **Recurrent** sendings.

The **Managed Campaign** option enables you to define the exact time your message will be delivered to its recipient(s). Please remember that the availability of this feature depends on your Operator settings.

To set up the parameters for your promotion campaign, please do the following:

a) Click the **Managed Campaign** button at the bottom of the Messaging page (in the drop-down list near to the Send button);
b) Set date and time when your campaign is to be started (see Figure 17);

Please keep in mind time zone differences with your recipient.

c) Restrict message delivery to a certain period of the day which helps, for instance, not bother the recipient in working hours (optional);
d) Set date and time when your campaign is to be finished (optional);
e) Enter email address or phone number to which you will receive the notification of campaign completion (optional).
f) Click the **Send** button to send your message and close the window.

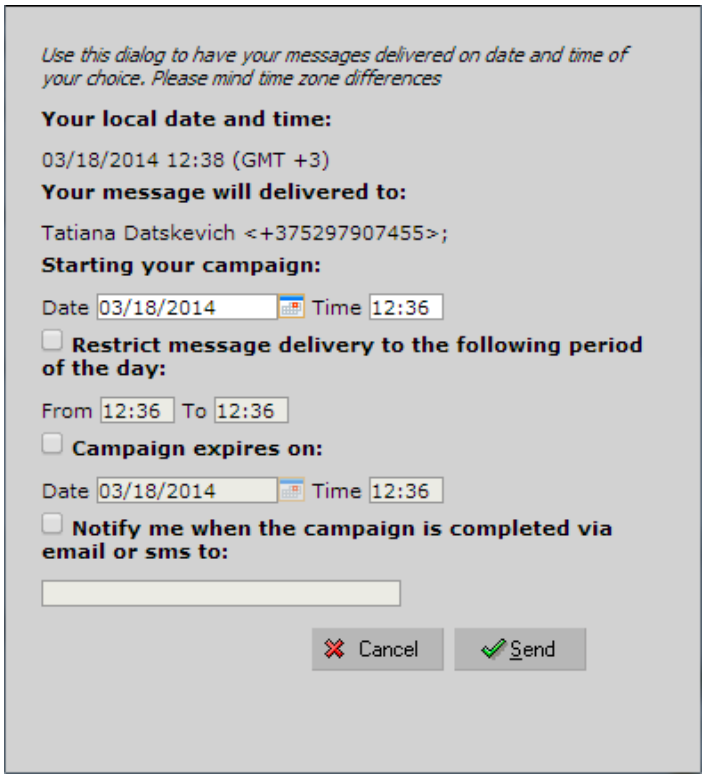

Use this dialog to have your messages delivered on date and time of your choice. Please mind time zone differences
Your local date and time:
03/18/2014 12:38 (GMT +3)
Your message will delivered to:
Tatiana Datskevich <+375297907455>;
Starting your campaign:
Date 03/18/2014 Time 12:36
Restrict message delivery to the following period of the day:
From 12:36 To 12:36
Campaign expires on:
Date 03/18/2014 Time 12:36
Notify me when the campaign is completed via email or sms to:
Cancel
Send

Figure 17. The Managed Campaign window.

One more option for creating promotional campaigns is through **Recurrent** messages.

Please remember that the availability of this feature depends on your Operator settings and it is used only for sending SMS messages.

The **Recurrent** option allows you to send a message with a certain frequency of recurrences (a specified number of hours, days, weeks, months, and years) and within determined date and time.

To set up the parameters for your promotion campaign, please do the following::

- Click the **Recurrent** button;
- Set the frequency of sendings in the **Recur every** field (see Figure 18);

Please keep in mind time zone differences with your recipient.

- Set the range of recurrence (date and time the message will be recurred);

- Set the number of occurrences and the date and time when your campaign is to be finished;
- Click the **Send** button to send your message and close the window.

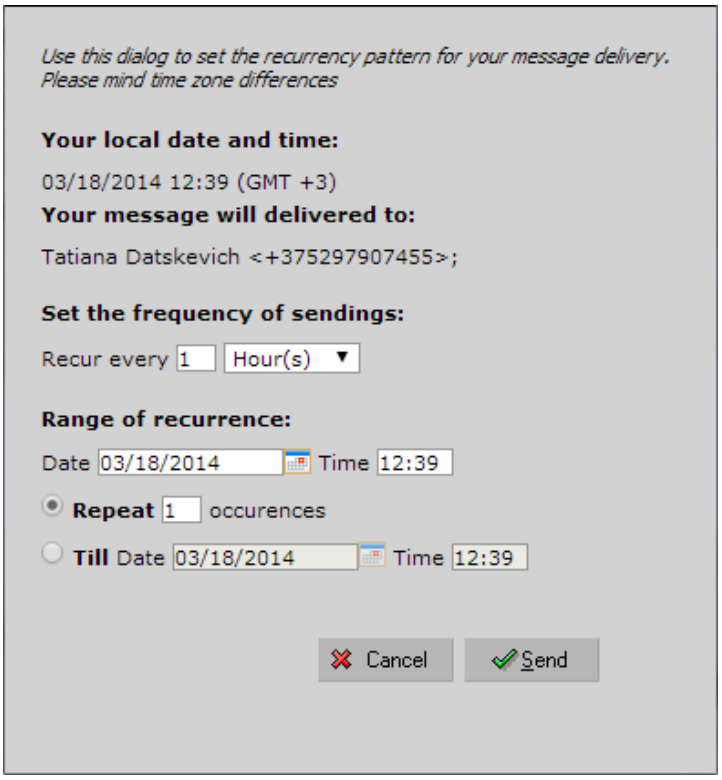

Use this dialog to set the recurrency pattern for your message delivery.
Please mind time zone differences
Your local date and time:
03/18/2014 12:39 (GMT +3)
Your message will delivered to:
Tatiana Datskevich <+375297907455>;
Set the frequency of sendings:
Recur every 1 Hour(s)
Range of recurrence:
Date 03/18/2014 Time 12:39
Repeat 1 occurences
Till Date 03/18/2014 Time 12:39
Cancel
Send

Figure 18. The Recurrent sending window.

III.Managing your contacts with the Phone Book

Being an instrument for business communication, the Web Message Manager can store your extended contacts in its **Phone Book**, conveniently organize them for you into multi-level groups, and instantly deliver them at your disposal. Here you can:

- Create, edit, and delete contacts.
- Create, rename, and delete groups and subgroups.
- Move your contacts and subgroups from one group to another.
- Select multiple recipients for your messages.

You can also share the contact information with external sources, i.e. export it to .CSV (Comma Separated Values) files and import new contacts from external databases.

The **Phone Book** itself is stored on your Operator server, which enables you to access it from any computer with Internet connection.

III.1. Phone Book overview

The Web Message Manager is equipped with the advanced Phone Book (see Figure 19) in which you can do everything necessary to efficiently organize your contacts and send messages. In addition to groups, the program has the Distribution Lists (see Chapter III.3.a. Mass mailing with Distribution Lists) containing just the telephone numbers. This can be handy for promotion message deliveries, when the real names are not available.

Figure 19. The Phone Book page.

In the Phone Book there is the tree of contacts, which you can edit and delete, as well as add new contacts into one or several multi-level groups and subgroups. You can collapse or expand the list of all groups and subgroups, using the corresponding links above the tree of contacts.

To view the contacts included into the group, click on the group name. You will see the list exactly below the tree of contacts.

III.2. How to create a new contact

To create a new contact click the

button, right-click a group and choose the **Add contact** button or click the **Add** link at the bottom. The **Recipient Information** window will appear on the screen (see Figure 20).

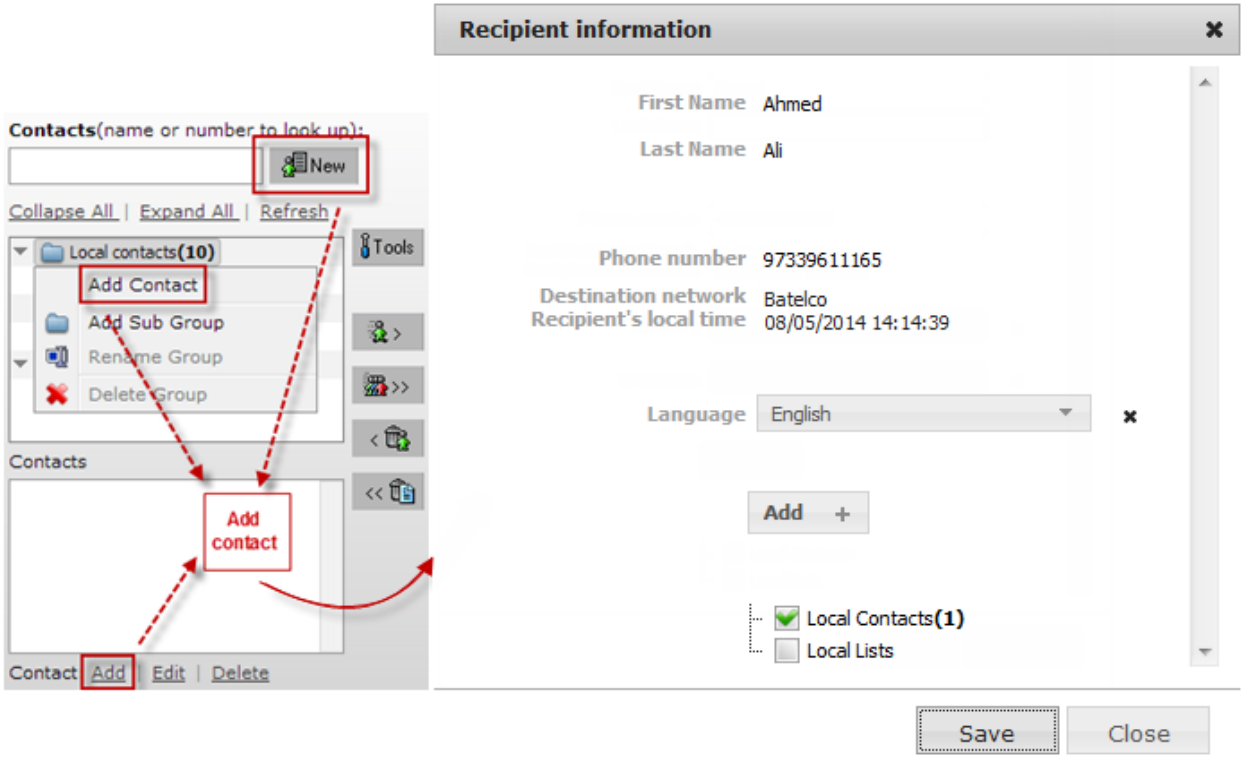


Figure 20. Creating a new contact.

In the Recipient Information form you need to provide the obligatory information about your recipients — Full Name and Phone Number. It is up to you what additional information will be added. You can add more information by clicking the

button at the bottom:

- **Prefix**: Mr., Ms., or Mrs.;
- **Initial;**
- **Country** (use the drop-down list to select it);
- **State;**
- **City;**
- **Postcode;**
- **Address;**

- **Language**(use the drop-down list to select it);
- **Email;**
- **Reminder.**

As soon as you type the phone number, the Web Message Manager can provide the name of the Network and the current time in the recipient's country (this may take some time depending on how fast your Internet connection is). This information is taken from the Web Message Manager Coverage Database (see Figure 21).

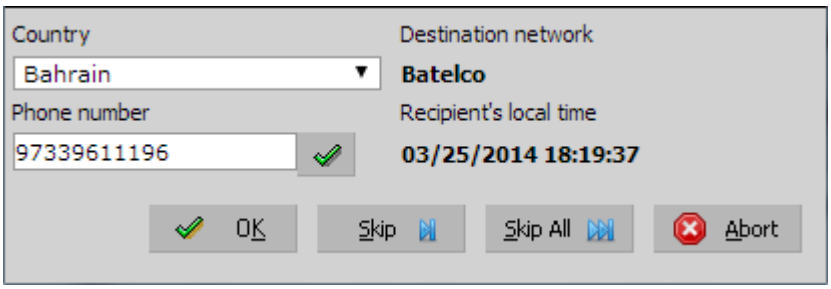


Figure 21. The Destination network and the Recipient's local time.

*If you type the phone number that is not listed in the Web Message Manager Coverage Database, you see that the Recipient's local time (as well as Destination network) remains **Unknown** and the **OK** button in the lower left corner of the screen is not available. This means that you cannot add this contact to the Web Message Manager Phone Book and you cannot send messages to this recipient. The Web Message Manager updates its Coverage database daily through Internet, so if the code you entered does not give you any Recipient's local time (and Destination network), check the code again.*

If you want to impress your clients or partners with how much you care about them, your next step is to specify the recipient's **Birthday** in the **Reminder** section. You can use the inbuilt calendar to indicate the birthday date**.**

Finally, go to the **Groups** section and choose the group to which a new contact must belong. Please note that one contact can be included in several groups, but the record remains the same, which means that if you make changes in the record, the view of the record in every group is changed. You can also add a contact to a subgroup of the current group creating it in advance on the Phone Book page with the right-click by the required group in the list.

Click the **Create** button to finish and return to the Phone Book page.

III.3. How to select recipients for messages

You can choose any of your contacts to become a **recipient for the message**. When you select a group, the list of contacts show up below the group section (see Figure 22).

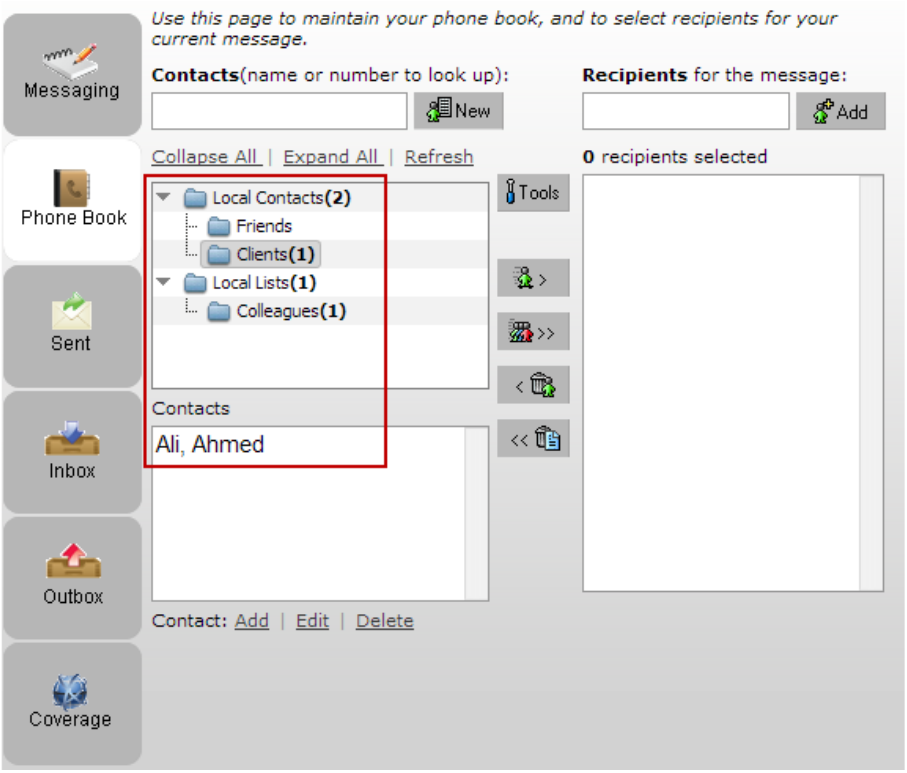


Figure 22. The List of Contacts.

To add a contact to the list of recipients double-click the contact name or select it and click the button. In case you want to add the whole group to the recipient list, choose the necessary group and click the button. This is especially useful for promotional messages to some target audience.

To remove a contact from the recipient list, double-click it, or select it and click the button.

To clean up the recipients list field, click the button.

To add a recipient not listed in the Phone Book, type the recipient's phone number in the entry box and click the Add button. In this case the recipient's name will not be specified in the list.

All the contacts put in the recipient list are automatically displayed in the **Send To:** field of the Messaging page.

III.3.a. Mass mailing with Distribution Lists

Using Distribution Lists is an indispensable method of streamlining your marketing activities. Your Administrator can compile a number of Distribution Lists related to your marketing needs. You can see them if you press the button on the right of the Messaging page (see Figure 23).

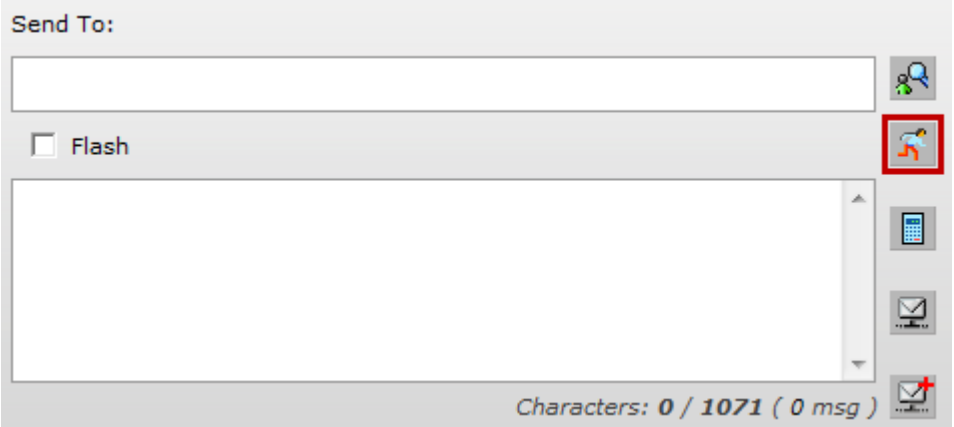


Figure 23. The Distribution Lists button.

This evokes the Server Distribution Lists window, where you can select the list you need (see Figure 24).

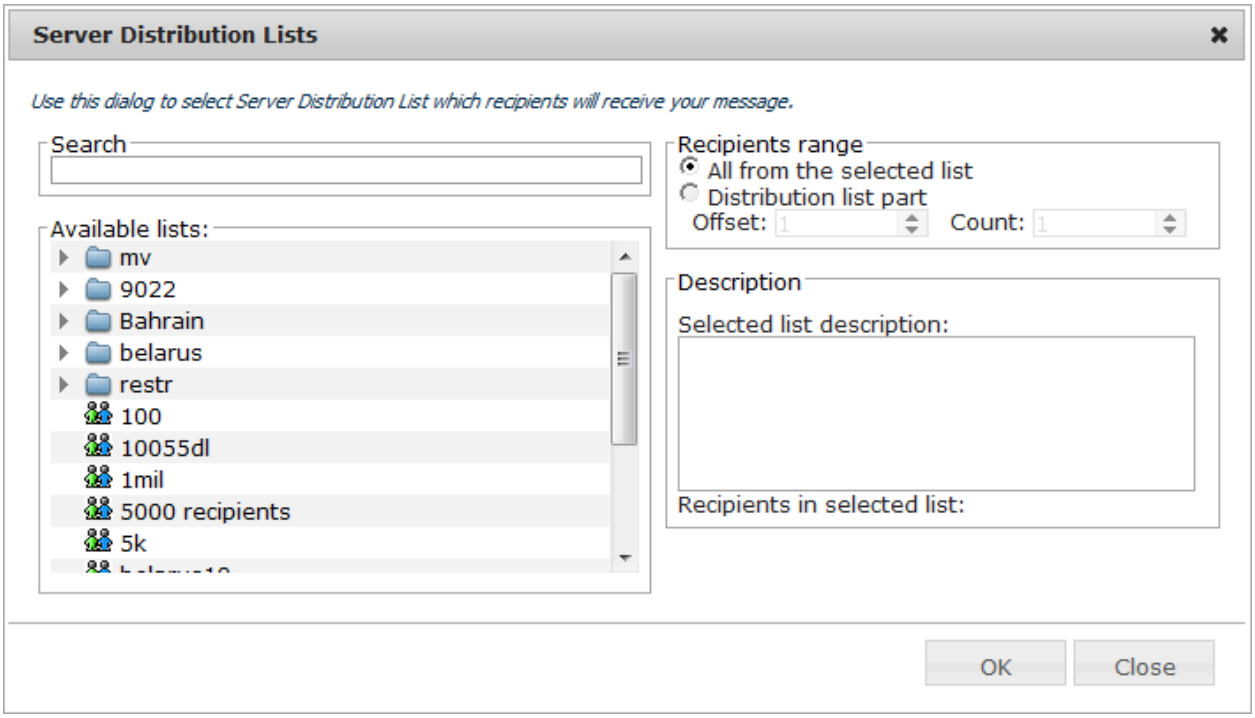


Figure 24. Selecting a Distribution List.

All available lists are displayed on the left of the Server Distribution Lists window. To save your time use the Search option by typing the Distribution List title or the part of it.

You can send a message to all recipients from the required list (the **All from the selected list** option) or to a part of recipients (the **Distribution list part** option) by selecting the corresponding options on the right of the window (see Figure 24). If you want your message to be sent to a part of recipients from the list, type the offset (start number within the list) and count (total number of recipients) values to set the recipients range. The list description and number of recipients are displayed at the bottom right corner of the window.

Please remember that you are charged for every message sent to the selected Distribution List, i. e., for as many messages as there are recipients in the list.

III.4. How to organize your groups and contacts

Contacts in the Phone Book can be organized into multi-level groups and subgroups. The following groups are created in the Web Message Manager by default: **Local Contacts** and **Local Lists**.

All operations are performed through the context menu. Open it by right-clicking the selected group (see Figure 25).

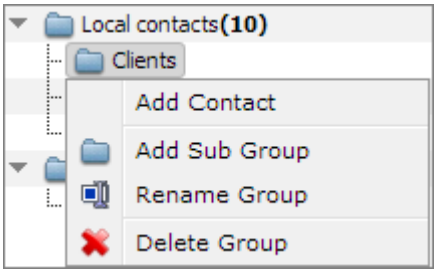


Figure 25. The Contacts list menu.

Using the context menu you can choose one of the following commands:

- **Add contact**: add a new contact to the selected group or subgroup;
- **Add subgroup**: create a new subgroup in the selected group / subgroup;
- **Rename group**: rename the selected subgroup (not available for groups);
- **Delete group**: remove the selected subgroup (not available for groups).

Remember that you can create, rename, or delete only subgroups. The default groups Local Contacts and Local Lists cannot be deleted.

Keep in mind that contacts in the Local Lists group can be used in cases when the real names of contacts are not available or not necessary (for example, promotion message deliveries). Unlike the Local Contacts group, where it is obligatory to enter the First Name / Last Name in the Recipient Information window.

III.5. Phone Book and other applications

WebMM allows you to import and export the Phone Book and the Recipient List to / from external files and databases.

To get access to these facilities, click the Tools button (see Figure 26).

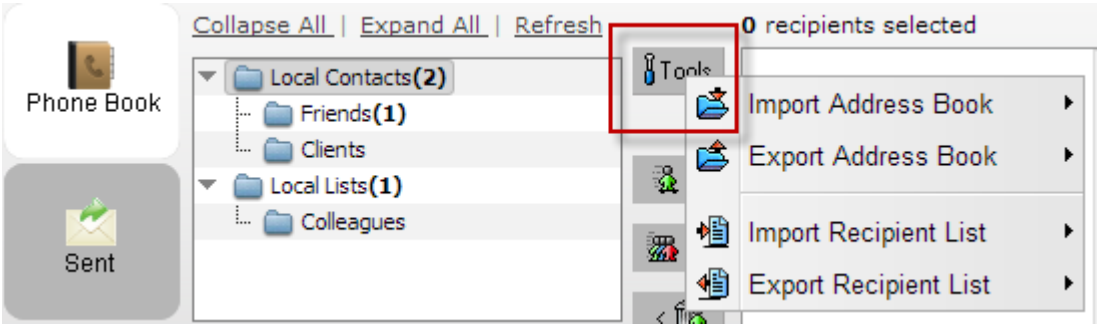


Figure 26. The Phone Book tools.

III.5.a. Importing Phone Book / Recipient List

The Import feature allows you to add contacts to your Phone Book or only to your current Recipient List from external files and databases. To import data to your Phone Book / Recipient List, click **Tools → Import Address Book → CSV / XLS / XLSX / TXT File** or **Tools → Import Recipient List → CSV / XLS / XLSX / TXT File**. Find the necessary file and click **OK** (see Figure 27).

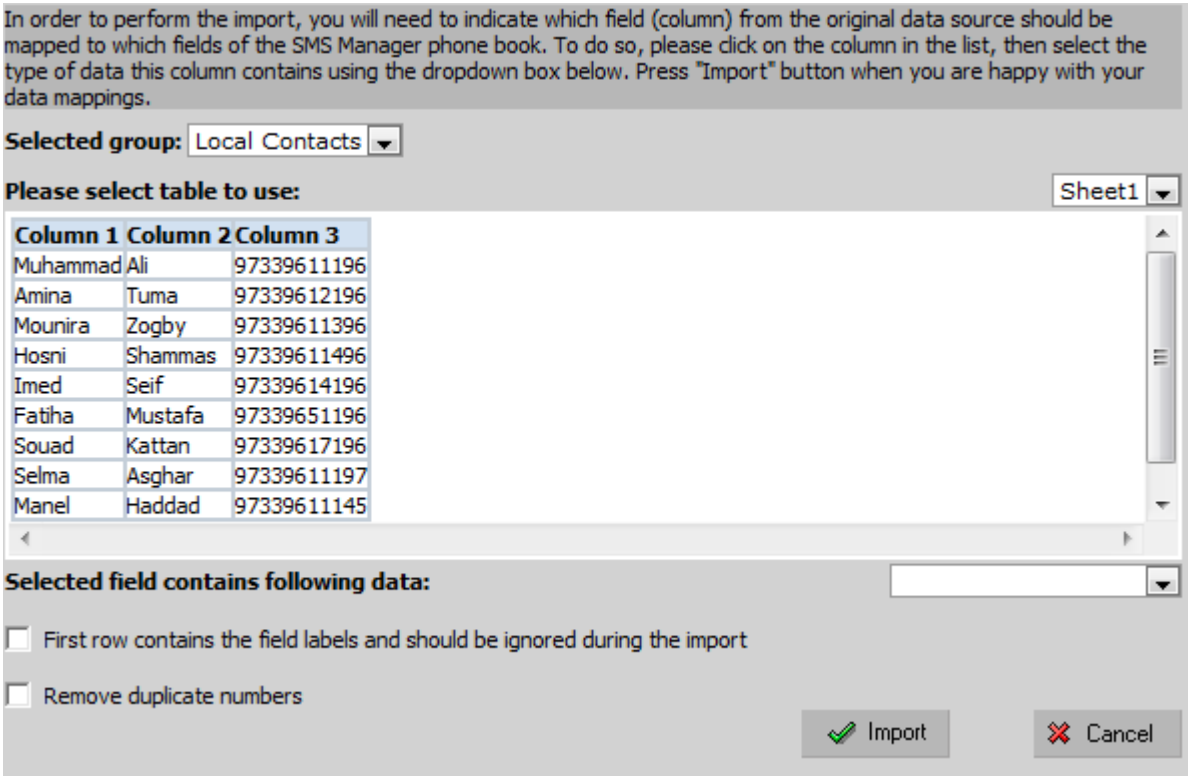

In order to perform the import, you will need to indicate which field (column) from the original data source should be mapped to which fields of the SMS Manager phone book. To do so, please click on the column in the list, then select the type of data this column contains using the dropdown box below. Press "Import" button when you are happy with your data mappings.
Selected group: Local Contacts
Please select table to use:
Sheet1
Column 1 Column 2 Column 3
Muhammad Ali 97339611196
Amina Tuma 97339612196
Mounira Zogby 97339611396
Hosni Shammas 97339611496
Imed Seif 97339614196
Fatiha Mustafa 97339651196
Souad Kattan 97339617196
Selma Asghar 97339611197
Manel Haddad 97339611145
Selected field contains following data:
First row contains the field labels and should be ignored during the import
Remove duplicate numbers
Import
Cancel

Figure 27. Importing contact data to your Phone Book or Recipient List.

First, in the **Selected group** drop-down menu select the group where you want to put the contacts you are importing. Then highlight the necessary column in the table and select what field in the Recipient Information screen (see Figure 20) they must be put into. To do this, use the drop-down menu at the bottom, titled **Selected field contains following data** (note the **Ignore this field** option in the selection).

After you click **Import**, the contacts appear in your Phone Book.

If you import contacts to the Local Contacts group it is obligatory to indicate columns with Name and Phone Number. Unlike with the Local Lists group, where only Phone Number is required.

Remember that all phone numbers in the file for importing should be correct otherwise you will see the following confirmation window (see Figure 28).

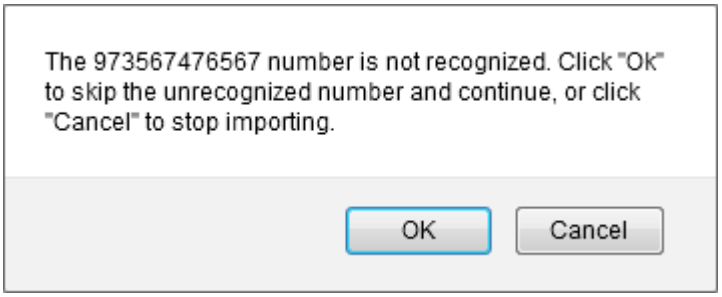

The 973567476567 number is not recognized. Click "Ok" to skip the unrecognized number and continue, or click "Cancel" to stop importing.
OK
Cancel

Figure 28. The unrecognized number.

III.5.b. Exporting Phone Book / Recipient List

If you need the contact information contained in your Phone Book for external purposes, you can export it.

To export your **Phone Book / Recipient List**, click **Tools** → **Export Address Book** → **CSV / XLS / XLSX File** or **Tools** → **Export Recipient List** → **CSV File.** Then click the **Download** link.

*For exporting your **Phone Book / Recipient List** the Web Message Manager creates a .CSV (Comma Separated Value) file. This format is probably the most popular one for transferring data from one application to another, because now the overwhelming majority of database systems are able to accept comma-separated data. You can read and change this file by programs like MS Excel, MS Access and many others and save it as usual, just remember to keep CSV format.*

IV. Managing Sent messages

This screen displays all sent and stored messages (see Figure 29), including the messages specified for future delivery (see Chapter II.5. Launching and managing promotion campaigns with your messages). You can view, resend and delete messages here.

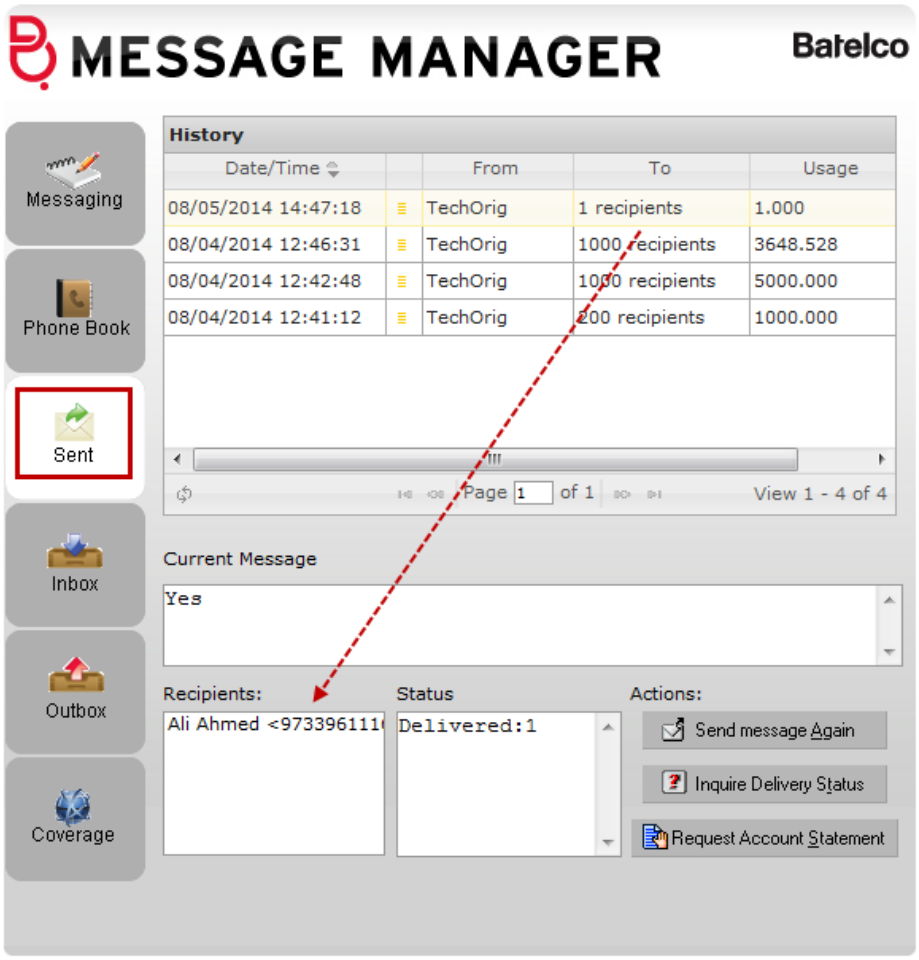


Figure 29. The Sent messages page.

When you select a message, you can see its contents in the **Current Message** field, check a message recipients and status in the **Recipients** field and the **Status** field correspondingly.

To resend a message click the **Send Message Again** button and you will be directed to the Messaging page where you can edit this message before sending.

To find out the status of the message, select the message and click the **Inquire Delivery Status** button by selecting one of the options (see Figure 30).

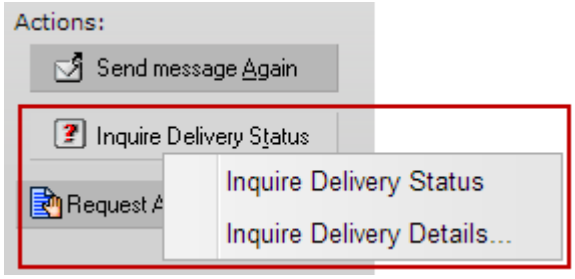


Figure 30. The delivery status buttons.

If you select the **Inquire Delivery Status** option you will see the delivery status in the Status field. If you select the **Inquire Delivery Details** option you will be directed to the **Deferred Delivery** window, where you will see the status of selected message (see Figure 31).

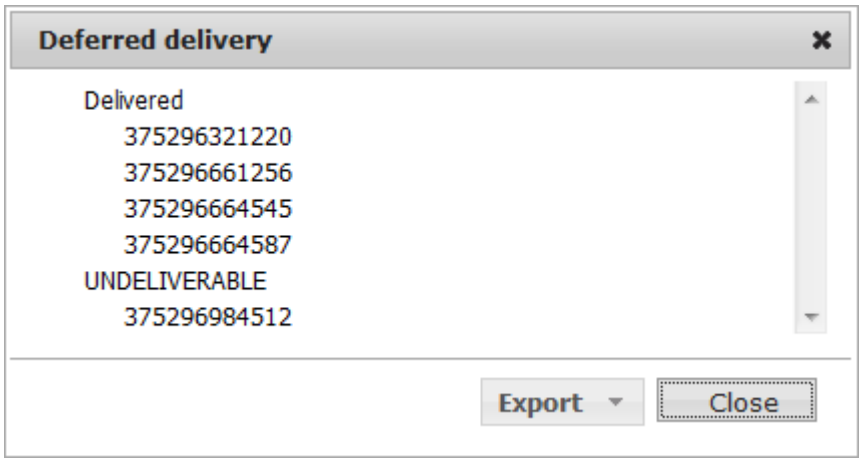


Figure 31. The delivery details window.

Here you can export the report with different message statuses by clicking the **Export** button:

- Export all;
- Export delivered;
- Export non-delivered.

If you selected a message sent to a group you will see the status of the message to each recipient in the group.

It is advisable to check your account balance from time to time. To do this, click the **Request Account Statement** button. A form similar to the one shown in Figure 32 then appears. Here you can verify how much currency units were spent on certain types of messages in the specified periods of time and all other parameters of the messages you sent.

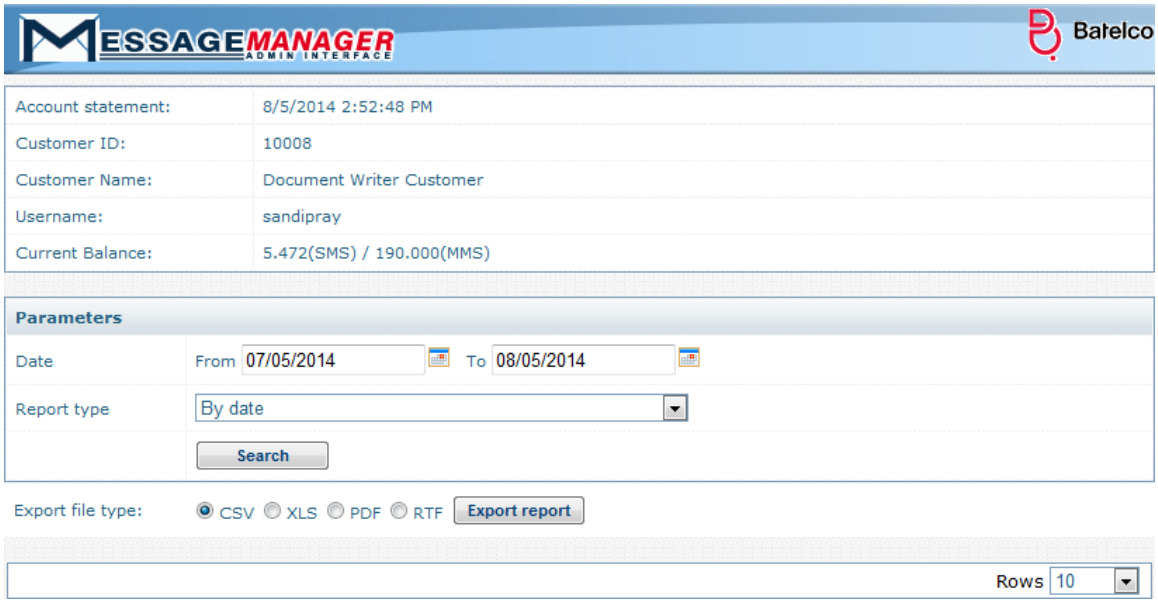


Figure 32. Your account statement.

The messages that are specified for future delivery to the recipient can be deleted by clicking the ✗ icon (see Figure 33).

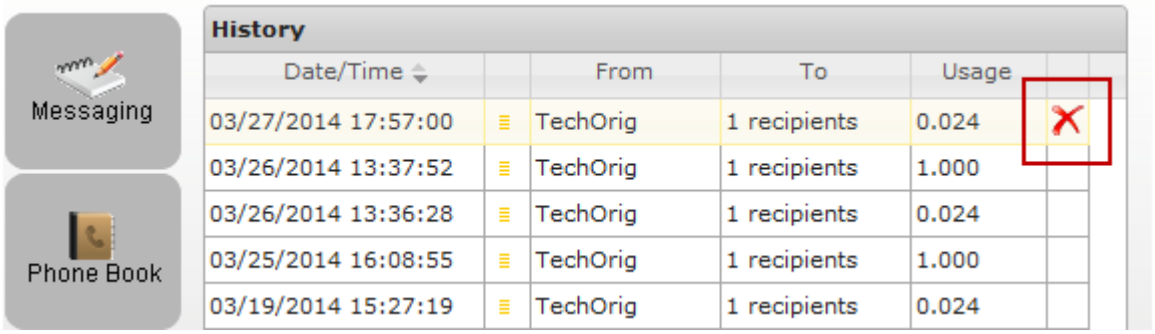


Figure 33. The button for deleting deferred delivery messages.

Please note that your Account Statement can differ from the one shown depending on your customer type and settings, and the Operator settings.

V. Managing Inbox messages

The Inbox feature lets you receive SMS and MMS messages directly to WebMM. SMS and MMS messages are sent from regular mobile phones to a special shortcode provided by your Operator. This feature can be used for establishing effective feedback with your current and potential clients. Please note that its availability depends on the Operator.

The Inbox page of WebMM opens after pressing the corresponding tab in the toolbar on the left (see Figure 34).

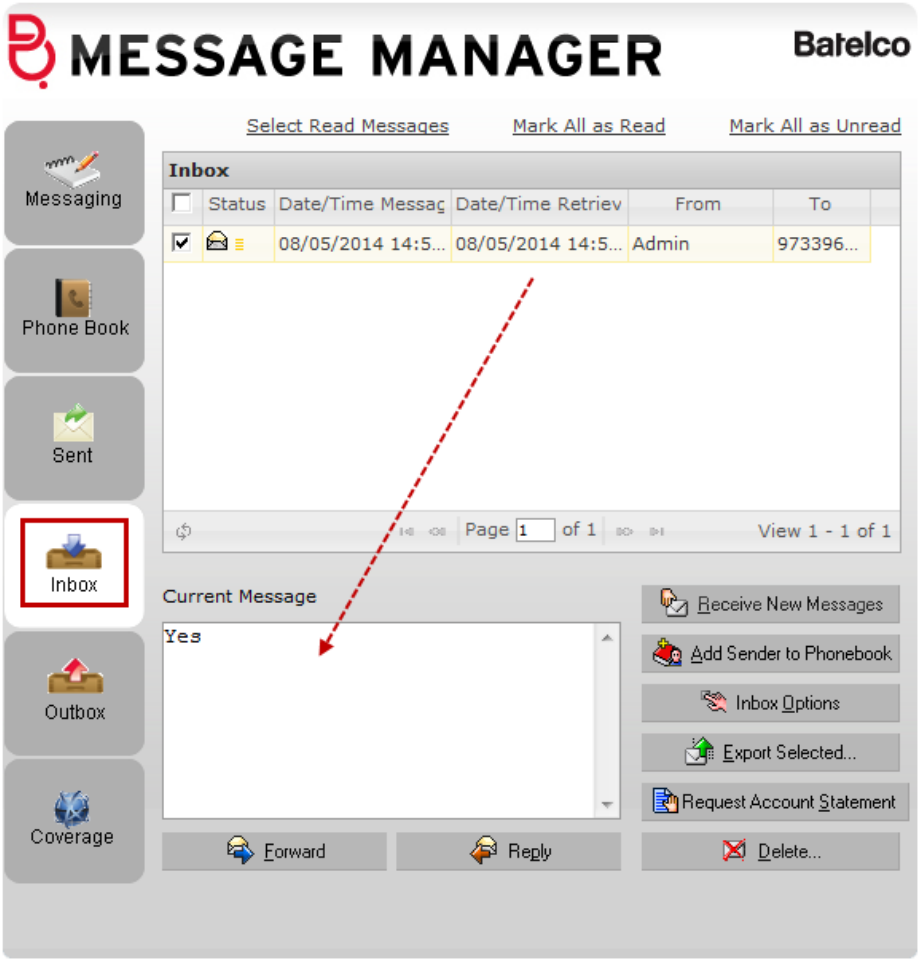


Figure 34. The Inbox messages page.

If in your Inbox messages you select an MMS message, then in the Current Message field you will see the sender's phone number, date / time, and the subject, and you will be able to play it (see Figure 35).

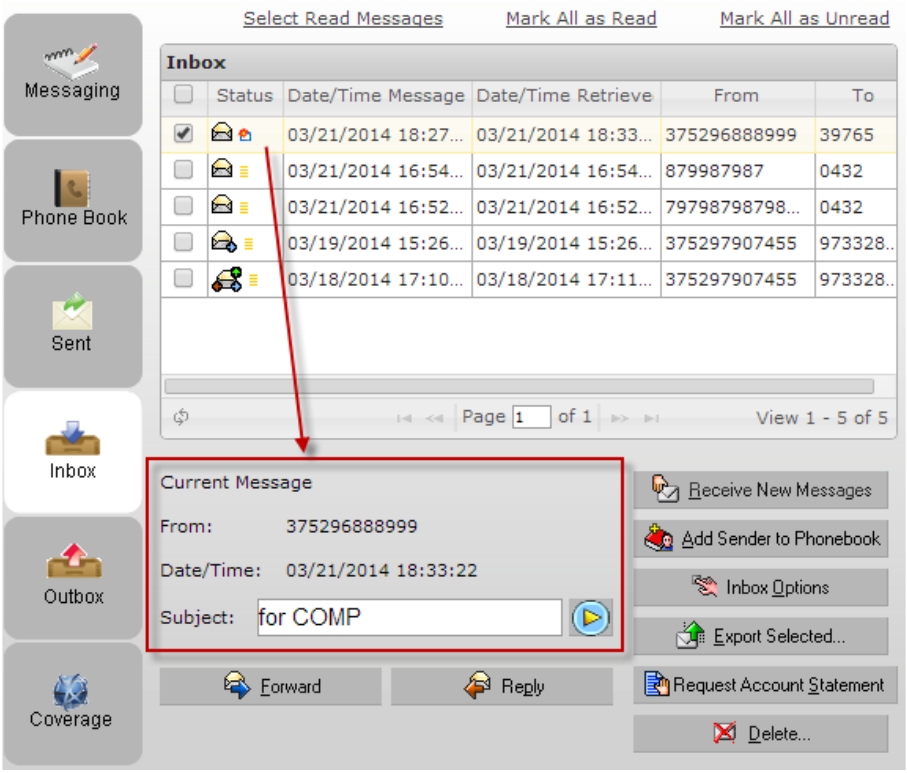


Figure 35. Receiving Inbox MMS.

You may want to click **Inbox Options** for the beginning, which brings you to a pretty self-explanatory form (see Figure 36).

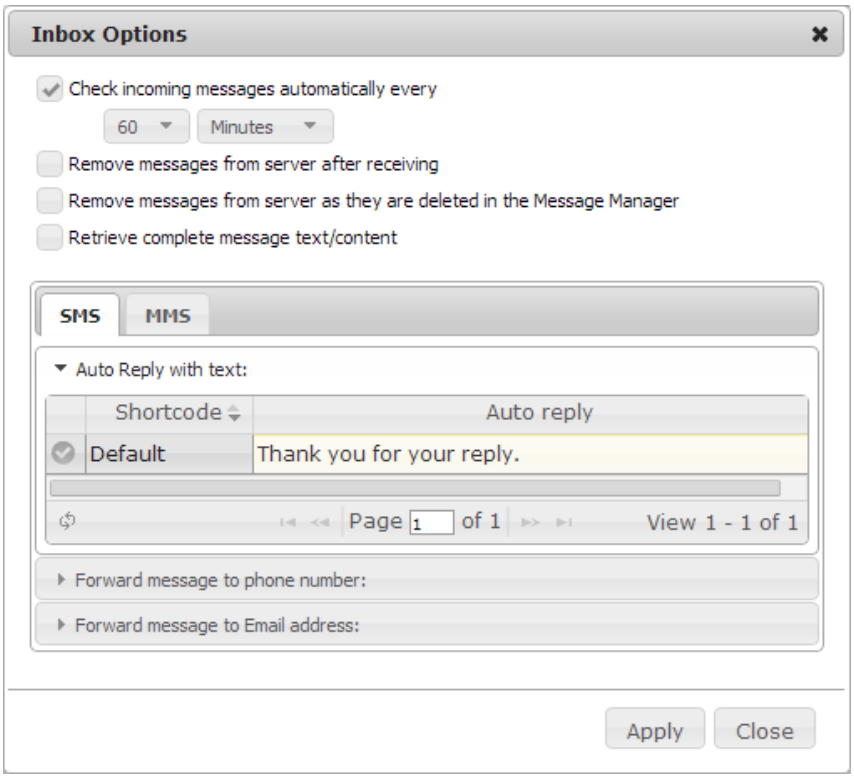


Figure 36. The Inbox Options configuration.

In the Inbox Options window you can:

- Define how often your incoming messages are to be checked. If you leave the box unchecked, you have to click the **Receive New Messages** button every time you want to see the updated list.
- Specify whether you want your incoming messages to be removed from the Operator server after they are received or after they are deleted in your WebMM.
- Retrieve complete message text. If this option is activated, all inbox messages content will be received from server at once, but it may mean a lot of unnecessary Internet traffic expenditures. It is more advisable to leave it deactivated, so that when you receive a lot of messages you can select the required one you want to read in the list and retrieve only the current message content to save you traffic.
- Set Auto Reply for MMS and SMS messages (the feature availability depends on your Operator server settings).
- Specify phone number and email address for your messages to be forwarded to automatically.

On the Inbox page you can also delete or forward any message, reply to it, or add the sender number to the Phone Book using the corresponding buttons.

If you want to save details of the contact you received a message from, click the **Add Sender to Phonebook** button and you will be directed to the Recipient information window where you can fill in the required data.

If you need the message to be used for external needs, you can export its content to .CVS and .HTML formats with the help of the **Export Selected** button.

In the status column of Inbox messages you can see an icon that is changed according to a message status (Unread, Read, Exported, Replied, Forwarded, etc.).

If you want to export all read messages from the list, for example, click the **Select Read Messages** link at the top of the Inbox page. To mark all messages as read / unread click the corresponding links next to the Select Read Messages one.

Please note that your Operator will charge you for sending Auto Replies and for forwarding from your Inbox.

Various views of your Web Message Manager, including this one, depend on the Operator settings. Hence they may look different from the screenshots in this manual. Please contact your Operator Administrator if you want to have a feature available for you.

You can also check the status of your account by clicking the **Request Account Statement** button (see Figure 35).

VI. Managing Outbox messages

The **Outbox** stores all rejected, blacklisted, or wrong coding messages not possible to send (see Figure 37). To delete a message from the queue, select it and click the Delete button. To clear the whole list of messages, click the Clear all button. To send the selected message, click the Send now! button.

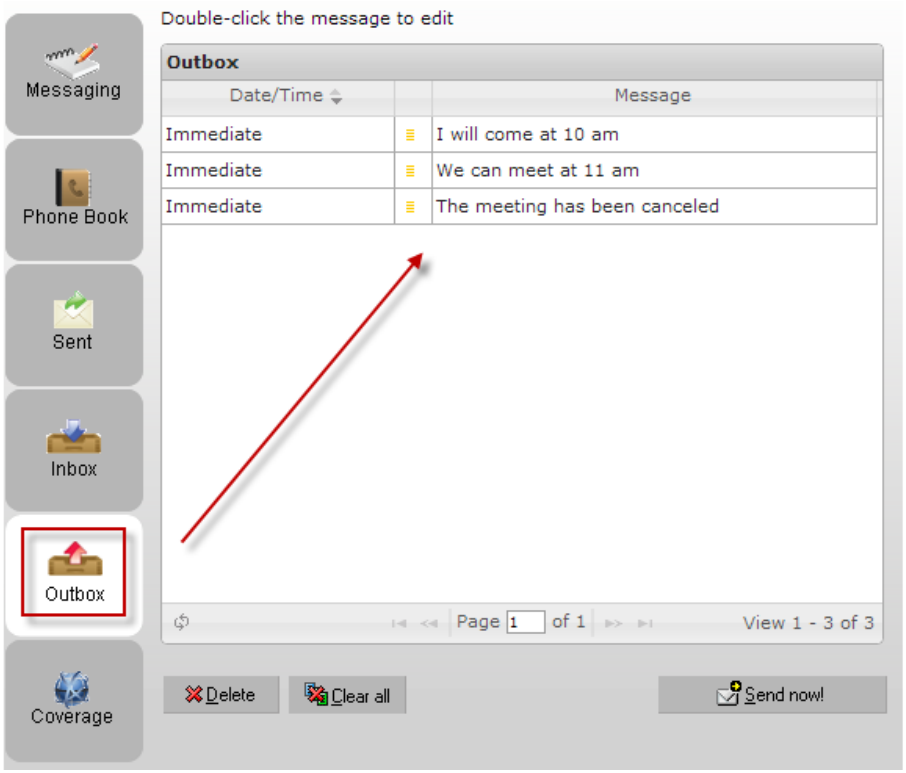


Figure 37. The Outbox messages page.

If you want to edit the message to be sent, you can get to the **Messaging** page by double-clicking the message.

Please note that if you initiate editing the message from your Outbox, the message content then appears in the Messaging form, where you can edit it and send again. At the same time the message itself is then deleted from your Outbox.

VII. Updating your Coverage map

The Coverage information (see Figure 38) is used to allow the Web Message Manager to determine which GSM Operator (or Network) and which country an SMS / MMS message must be sent to. This information is used to validate the destination phone number and to compute the cost of sending the message. It is not possible to send messages to the networks that are not listed in the Coverage database. The database is updated daily, so if you have troubles with the number you specified, please check it and try again.

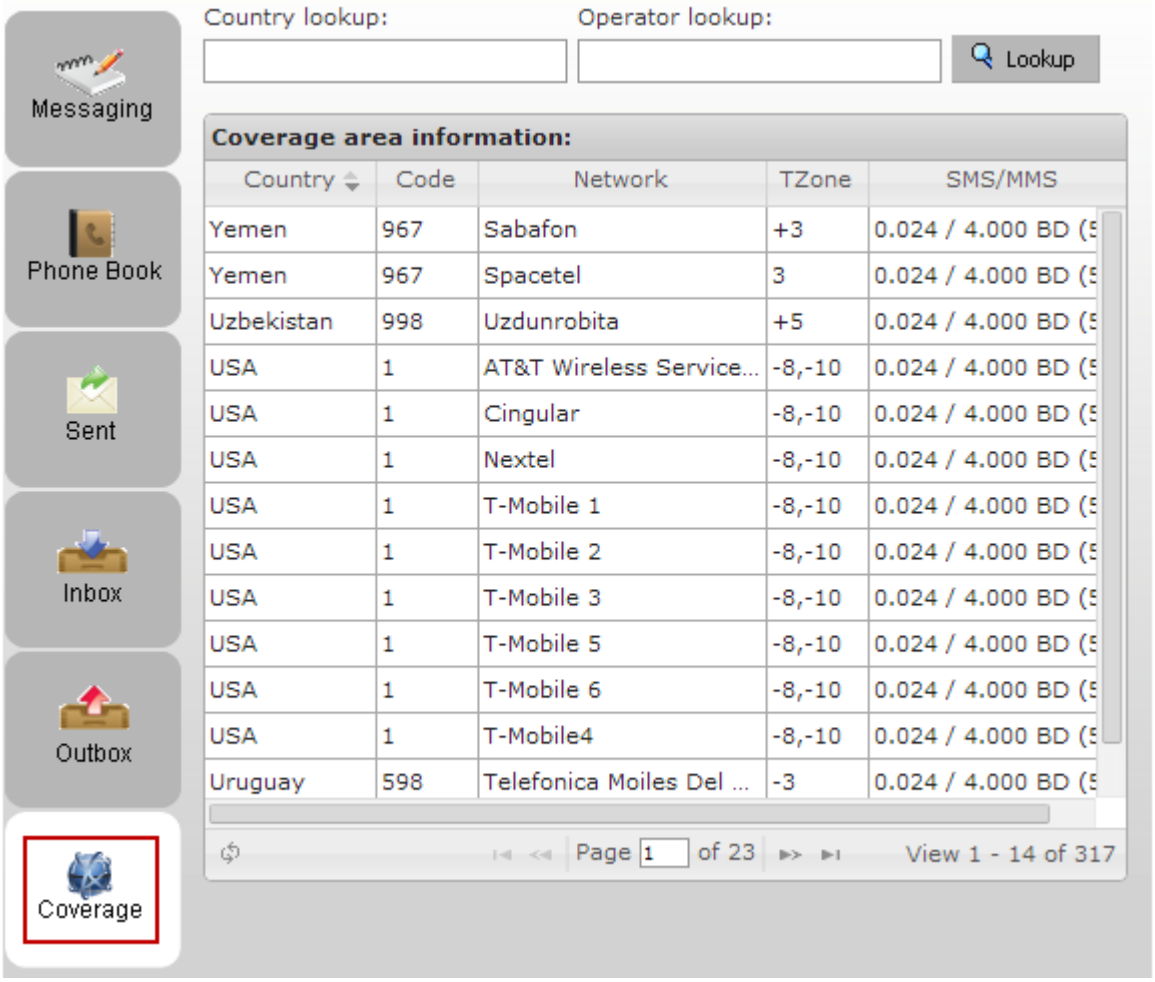

Messaging
Phone Book
Sent
Inbox
Outbox
Coverage
Country lookup:
Operator lookup:
Lookup
Coverage area information:
Country
Code
Network
TZone
SMS/MMS
Yemen 967 Sabafon +3 0.024 / 4.000 BD
Yemen 967 Spacetel 3 0.024 / 4.000 BD
Uzbekistan 998 Uzdunrobita +5 0.024 / 4.000 BD
USA 1 AT&T Wireless Service... -8,-10 0.024 / 4.000 BD
USA 1 Cingular -8,-10 0.024 / 4.000 BD
USA 1 Nextel -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile 1 -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile 2 -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile 3 -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile 5 -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile 6 -8,-10 0.024 / 4.000 BD
USA 1 T-Mobile4 -8,-10 0.024 / 4.000 BD
Uruguay 598 Telefonica Moiles Del ... -3 0.024 / 4.000 BD
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Figure 38. The Coverage area information page.

This screen displays the list of countries covered by GSM operators all over the world. The Coverage Area Information is represented by the following fields:

- **Country**: the name of the country the Network is operating in;
- **Code**: the phone code of the country;
- **Network**: the name of the GSM operator which provides the service in the country;

Note that you can send messages only to those operators that are listed in the Web Message Manager Coverage Database.

- **Time Zone**: Difference, in hours, between the local time in this Network country, and the Greenwich Mean Time (GMT). In some countries there are several time zones. Minimum and maximum GMT difference values are indicated in these

cases, separated by comma. For example, USA setting have a GMT Difference of “-8,-10”;

- **SMS / MMS**: indicates whether the Network supports SMS / MMS. If it does, the price of SMS / MMS is also shown.

You can perform search using the criteria of **Country lookup**, **Operator lookup**, or both. Please type the name of the Country or Operator (Network) in the relevant search box. You do not have to use wildcard characters like ‘*’ or ‘?’, as the Coverage list automatically jumps to display all the search terms which contain the string of the symbols you typed (not necessarily in the beginning of the word).

Frequently Asked Questions

I need to send a message of more than 160 characters. Can I do it?

As you may already know, one Latin SMS message can be up to 160 characters, and languages with alternative code tables (like Arabic or Bulgarian) can contain up to 70 characters. The Web Message Manager can send longer messages (it depends on your Operator) by splitting them into several ones. Please note that this will increase the cost of your message as many times as there are parts.

I am sending personalized and customized messages, how is the number of characters counted?

The Web Message Manager counts the characters of the biggest entry in the personalization and customization data. So, don't forget to take into consideration the number of characters that will be imported using these features, especially for bulk messages. This way you will keep your message within the requested limit and reduce the cost.

If I sent a message two days ago, can I access it, edit and re-send it now?

If you have not saved it (see chapters about creating SMS and MMS messages), it is gone. Next time you feel the message can be useful in future, save it. You can delete it any time if it does not prove necessary.

Can I use different signatures for different users?

Yes, you can have several signatures, or originators, for your messages, and you can choose them from the Originator drop-down list on the Messaging page. Contact your Operator or Distributor to arrange the list of originators available.

Batelco